# HEIRLOOM STERLING
## by Oneida Silversmiths

MARK OF EXCELLENCE

# SERVICE DIVIDEND PLAN

**Bonus Offer for Services of 4 and 8**

**1** **FREE** with the purchase of

Eight 4-Piece Place Settings:
(Each Place Setting consists of Knife, Fork, Teaspoon, Salad Fork)

DRAWER CHEST (A $25.00 Value)

**AND**

FOUR SERVING PIECES (A $45.00 Value)
(Butter Knife, Sugar Spoon, Table Spoon, Pierced Table Spoon)

TOTAL SAVING OF $70.00

PATENT OFFICE
AUG 16 1965
DESIGNS 81 & 82

**2** **FREE** with the purchase of

Four 4-Piece Place Settings:
(Each Place Setting consists of Knife, Fork, Teaspoon, Salad Fork)

DRAWER CHEST (A $25.00 Value)

**OR**

1 PIERCED TABLE SPOON AND 1 REGULAR TABLE SPOON (A $28.00 Value)

DESIGN DIV.

# HEIRLOOM* STERLING
## by Oneida Silversmiths

NEW First Frost* | Grandeur* | Young Love* | Belle Rose* | Sentimental* | Vivant* | Damask Rose* | Stanton Hall* | Lasting Spring*

# SERVICE DIVIDEND PLAN PRICES

**Bonus Offer for Services of 4 and 8**

| | | Retail Price |
|---|---|---|
| | **EIGHT 4-PIECE PLACE SETTINGS** | |
| 1 | Place or Luncheon style Knives and Forks | **$256.00** |
| | NOTE: First Frost only, Place style | 276.00 |
| | Stanton Hall only, Luncheon style | 276.00 |
| | Place (Large) style Knives and Forks | **280.00** |
| | NOTE: Stanton Hall only, Place (Large) style | 300.00 |
| | **FOUR 4-PIECE PLACE SETTINGS** | |
| 2 | Place or Luncheon style Knives and Forks | **$128.00** |
| | NOTE: First Frost only, Place style | 138.00 |
| | Stanton Hall only, Luncheon style | 138.00 |
| | Place (Large) style Knives and Forks | **140.00** |
| | NOTE: Stanton Hall only, Place (Large) style | 150.00 |

*Trademarks of Oneida Ltd. Retail prices do not include any applicable taxes.

# NATIONALLY ADVERTISED

Good Housekeeping—November Issue
New Yorker—November 6th Issue

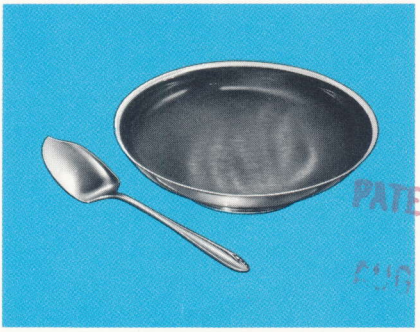
6-65 S-1302

# LIMITED EDITIONS *Specials*
# HEIRLOOM* STERLING

## 2-PIECE RELISH SET

Damask Rose* pattern Lemon Fork and a 6" Silverplated Party Plate lined in colorful royal burgundy. Each set is individually gift boxed.

**No. 9945 Individual Set**
**$5.00** Retail



## 2-PIECE TIDBIT SET

Lasting Spring* pattern Jelly Server and 6" Silverplated Serving Dish lined in beautiful peacock green. Each set is individually gift boxed.

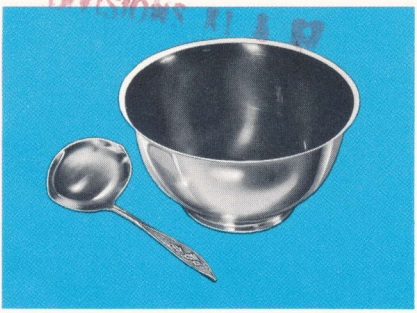
**No. 9947 Individual Set**
**$7.50** Retail

PATENT OFFICE
AUG 16 1965
DIVISIONS A, B & D

## 2-PIECE GOURMET SET

NEW First Frost* pattern Cream Ladle and an ample capacity 5" Silverplated Bowl lined in attractive persian blue. Each set is individually gift boxed.

**No. 9943 Individual Set**
**$10.00** Retail



*LIMITED TIME OFFER*

Mark of Excellence

Oneida SILVERSMITHS

*Trademarks of Oneida Ltd.

# HEIRLOOM* STERLING

## CHILD AND BABY ITEMS

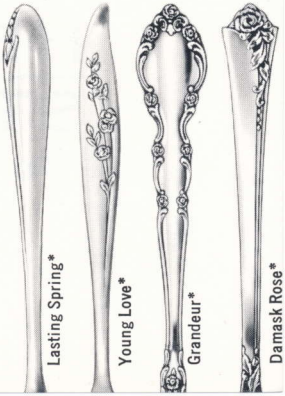
PATENT OFFICE

| | | Retail Price |
|---|---|---|
| **A.** | 3-Piece Child Set, Boxed | $16.50 |
| **B.** | 2-Piece Baby Set, Boxed | 8.50 |
| **C.** | Baby Set and Feeding Spoon, Boxed | 13.25 |
| **D.** | Child Cup and Baby Set, Boxed | 18.00 |
| **E.** | Infant Feeding Spoon, Boxed | 4.75 |
| **F.** | 6-Piece Child and Baby Set, Boxed | 29.75 |
| **G.** | Child Cup, Boxed | 9.50 |
| **H.** | Baby or Juice Cup, Boxed | 6.75 |
| | Baby Spoon | 4.25 |
| | Baby Fork | 4.25 |

**Available in 4 patterns illustrated.**

Retail prices do not include any applicable taxes.

*Trademarks of Oneida Ltd.



# THE CHILD AND BABY MARKET

Latest market research information indicates that, by 1970, the U.S. marriage rate will reach 2.3 million marriages a year. This represents an increase of 65% over the 1960 rate (1.5 million a year).

Considering this dramatic growth in the number of marriages, it follows that the child and baby gift market should, in turn, continue to provide you with a significant annual sales potential.

Make sure you capitalize on this child and baby gift potential to the fullest. Have plenty of stock on hand . . . display it prominently to stimulate those important impulse purchases.

Sell top-line quality items. Those that carry a known and respected trademark . . . for maximum consumer appeal, assured customer satisfaction and profits. Sell Heirloom.

## HEIRLOOM STERLING

by ONEIDA Silversmiths

MARK OF EXCELLENCE

1-65 S-1252B

NEW

# First Frost*

PATTERN

IN

## HEIRLOOM* STERLING

*Fresh as the Earliest Frost of Fall...*

D-202,575
PATENT OFFICE
AUG 16 1955

First Frost — an unusual and exceptionally beautiful new pattern. Design that goes beyond mere line and shape to become the very texture of today. Alive with shimmering highlights and a feeling of fluid motion . . . mirror-deep, vibrant texture creating a dramatic foil for silvery, drifting leaves. With the proud inheritance of generations of superb craftsmanship.

Mark of Excellence

*Trademarks of Oneida Ltd.

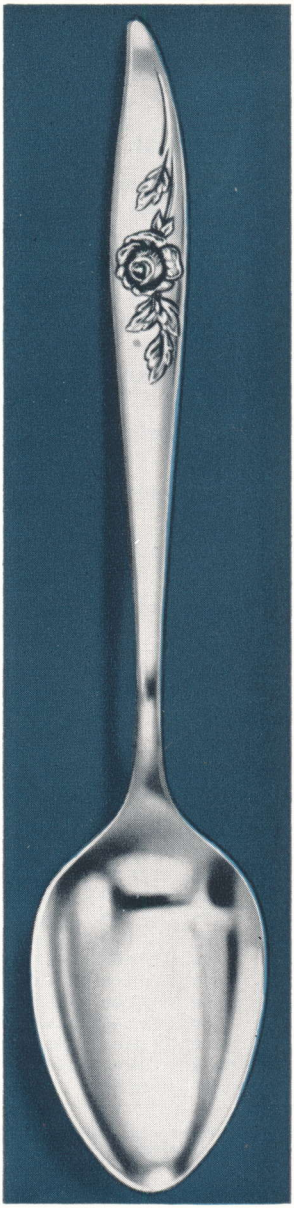
**CRAFTED BY ONEIDA SILVERSMITHS**

# FIRST FROST—OPEN STOCK

## JUNE 15, 1965

| | RETAIL PRICES | | |
|---|---|---|---|
| **PLACE SETTING PIECES** | **1** | **8** | **12** |
| Teaspoon, Heavy | $ 6.50 | $52.00 | $78.00 |
| Place Knife | 9.00 | 72.00 | 108.00 |
| Place Fork | 10.50 | 84.00 | 126.00 |
| Salad, Pastry or Fish Fork | 8.50 | 68.00 | 102.00 |
| Place Spoon (For Soup, Cereal, Dessert) | 8.50 | 68.00 | 102.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **3-PC. "STARTER" PLACE SETTING** | | | |
| Tea, Knife, Fork | 26.00 | 208.00 | 312.00 |
| **4-PC. "BASIC" PLACE SETTING** | | | |
| Tea, Knife, Fork, Salad | 34.50 | 276.00 | 414.00 |
| **5-PC. "INFORMAL" PLACE SETTING** | | | |
| 2 Teas, Knife, Fork, Salad | 41.00 | 328.00 | 492.00 |
| **5-PC. "REGULAR" PLACE SETTING** | | | |
| Basic 4-Pc. Plus Soup Spoon | 43.00 | 344.00 | 516.00 |
| **6-PC. "FORMAL" PLACE SETTING** | | | |
| Regular 5-Pc. Plus Spreader | 49.00 | 392.00 | 588.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 6.00 | 48.00 | 72.00 |
| Coffee or Cocktail Spoon | 4.25 | 34.00 | 51.00 |
| Iced Beverage Spoon | 8.50 | 68.00 | 102.00 |
| **CORRECT SERVICE PIECES** | | | |
| Bon Bon or Nut Spoon | 6.75 | 54.00 | 81.00 |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Tomato or Flat Server | 16.00 | 128.00 | 192.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| Lapel Pin | 1.95 | 15.60 | 23.40 |

All prices are subject to change without notice. All orders subject to approval of Home Office and availability of merchandise. Retail prices do not include any applicable taxes.



NEW!

# BELLE ROSE*

PATTERN

IN

# Heirloom* Sterling

Belle Rose is the happiest choice in a rose pattern, for it unites the beauty of the rose motif with the delicate grace so wanted in silver design today. The rose has the impressive richness and depth that only sterling can give—contrasting beautifully with the satin cool touch of the silver shaft. The luster is deep and rich; the total effect is charming sophistication.

PASSED FOR
PUBLIC USE 1955
DIVISIONS U.S.P.

An initial can be attractively engraved on the front of the handle as shown at the right if desired; however, the beautiful rose design is complete without it.

The back design of this lovely pattern is in complete harmony with that on the front.

**CRAFTED BY**
**ONEIDA SILVERSMITHS**

*Trade-marks of Oneida Ltd.

# BELLE ROSE—OPEN STOCK

## FEBRUARY 1, 1965

| PLACE SETTING PIECES | RETAIL PRICES 1 | 8 | 12 |
|---|---|---|---|
| Teaspoon, Heavy | $6.00 | $48.00 | $72.00 |
| Place Knife | 8.50 | 68.00 | 102.00 |
| Place Fork | 9.50 | 76.00 | 114.00 |
| Salad, Pastry or Fish Fork | 8.00 | 64.00 | 96.00 |
| Place Spoon (For Soup, Cereal, Dessert) | 8.00 | 64.00 | 96.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **3-PC. "STARTER" PLACE SETTING** | | | |
| Tea, Knife, Fork | 24.00 | 192.00 | 288.00 |
| **4-PC. "BASIC" PLACE SETTING** | | | |
| Tea, Knife, Fork, Salad | 32.00 | 256.00 | 384.00 |
| **5-PC. "INFORMAL" PLACE SETTING** | | | |
| 2 Teas, Knife, Fork, Salad | 38.00 | 304.00 | 456.00 |
| **5-PC. "REGULAR" PLACE SETTING** | | | |
| Basic 4-Pc. Plus Soup Spoon | 40.00 | 320.00 | 480.00 |
| **6-PC. "FORMAL" PLACE SETTING** | | | |
| Regular 5-Pc. Plus Spreader | 46.00 | 368.00 | 552.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 5.75 | 46.00 | 69.00 |
| Coffee or Cocktail Spoon | 4.00 | 32.00 | 48.00 |
| Iced Beverage Spoon | 8.00 | 64.00 | 96.00 |
| **CORRECT SERVICE PIECES** | | | |
| Bon Bon or Nut Spoon | 6.75 | 54.00 | 81.00 |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Tomato or Flat Server | 16.00 | 128.00 | 192.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| Lapel Pin | 1.95 | 15.60 | 23.40 |

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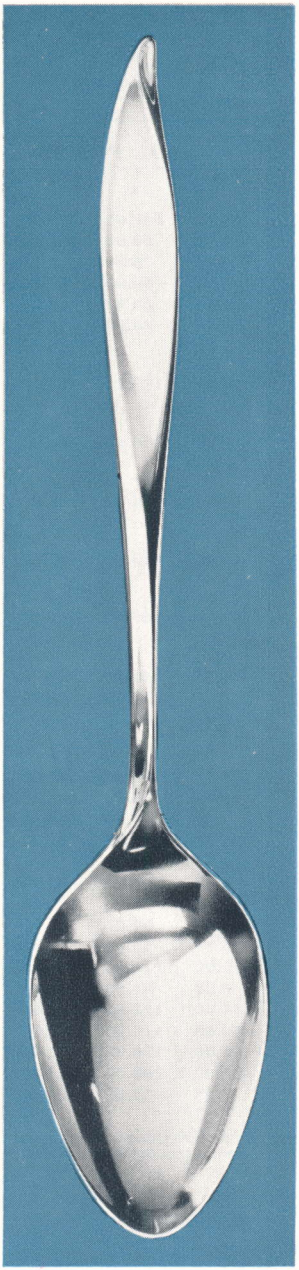
1-65 S-1252



GRACEFUL

# Vivant*

PATTERN

IN

# Heirloom* Sterling

This is the dramatic, Vivant pattern . . . lively, vivid, brilliant! It has satisfying weight, satin-smooth touch, and the deep, rich luster found only in solid silver. Each correct service piece is especially designed to harmonize with the place setting pieces. Knives are the finest quality, with hollow handles, mirror stainless blades with sharp cutting edges.

PATENT OFFICE
AUG 1 0 1955
DIVISIONS 81 & 87

Vivant is beautifully shaped to take an initial or monogram. However, the design is complete without further ornamentation.

**CRAFTED BY ONEIDA SILVERSMITHS**

*Trade-marks of Oneida Ltd.

# VIVANT—OPEN STOCK

## FEBRUARY 1, 1965

| | RETAIL PRICES | | |
|---|---|---|---|
| **PLACE SETTING PIECES** | **1** | **8** | **12** |
| Teaspoon, Heavy | $6.00 | $48.00 | $72.00 |
| Place Knife | 8.50 | 68.00 | 102.00 |
| Place Fork | 9.50 | 76.00 | 114.00 |
| Salad, Pastry or Fish Fork | 8.00 | 64.00 | 96.00 |
| Place Spoon (For Soup, Cereal, Dessert) | 8.00 | 64.00 | 96.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **3-PC. "STARTER" PLACE SETTING** | | | |
| Tea, Knife, Fork | 24.00 | 192.00 | 288.00 |
| **4-PC. "BASIC" PLACE SETTING** | | | |
| Tea, Knife, Fork, Salad | 32.00 | 256.00 | 384.00 |
| **5-PC. "INFORMAL" PLACE SETTING** | | | |
| 2 Teas, Knife, Fork, Salad | 38.00 | 304.00 | 456.00 |
| **5-PC. "REGULAR" PLACE SETTING** | | | |
| Basic 4-Pc. Plus Soup Spoon | 40.00 | 320.00 | 480.00 |
| **6-PC. "FORMAL" PLACE SETTING** | | | |
| Regular 5-Pc. Plus Spreader | 46.00 | 368.00 | 552.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 5.75 | 46.00 | 69.00 |
| Coffee or Cocktail Spoon | 4.00 | 32.00 | 48.00 |
| Iced Beverage Spoon | 8.00 | 64.00 | 96.00 |
| **CORRECT SERVICE PIECES** | | | |
| Bon Bon or Nut Spoon | 6.75 | 54.00 | 81.00 |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Tomato or Flat Server | 16.00 | 128.00 | 192.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| Lapel Pin | 1.95 | 15.60 | 23.40 |

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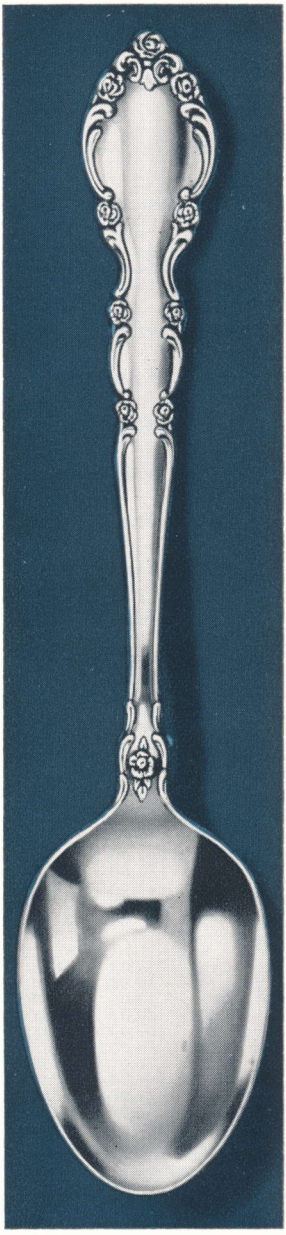
1-65 S-1252



A TRADITION
WORTH KEEPING

# Grandeur*

PATTERN
IN

# Heirloom* Sterling

This is Grandeur, a pattern in Heirloom, with a quiet dignity that never goes out of style. It has a deeply satisfying beauty that helps give mealtime its proper importance. Grandeur is a lovely modern version of a traditional favorite, a choice pattern with the handsome decorated look, yet superbly styled to express modern simplicity.

Medallion shaped oval allows space for initial or monogram if desired; however, the design is complete without it.

The back of the design harmonizes with that on the front, and is equally lovely.

CRAFTED BY
ONEIDA SILVERSMITHS

*Trade-marks of Oneida Ltd.

# GRANDEUR—OPEN STOCK

## FEBRUARY 1, 1965

| | RETAIL PRICES | | |
|---|---|---|---|
| **PLACE SETTING PIECES** | **1** | **8** | **12** |
| Teaspoon, Heavy | $6.00 | $48.00 | $72.00 |
| Place Knife | 8.50 | 68.00 | 102.00 |
| Place Fork | 9.50 | 76.00 | 114.00 |
| Salad, Pastry or Fish Fork | 8.00 | 64.00 | 96.00 |
| Place Spoon (For Soup, Cereal, Dessert) | 8.00 | 64.00 | 96.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **3-PC. "STARTER" PLACE SETTING** | | | |
| Tea, Knife, Fork | 24.00 | 192.00 | 288.00 |
| **4-PC. "BASIC" PLACE SETTING** | | | |
| Tea, Knife, Fork, Salad | 32.00 | 256.00 | 384.00 |
| **5-PC. "INFORMAL" PLACE SETTING** | | | |
| 2 Teas, Knife, Fork, Salad | 38.00 | 304.00 | 456.00 |
| **5-PC. "REGULAR" PLACE SETTING** | | | |
| Basic 4-Pc. Plus Soup Spoon | 40.00 | 320.00 | 480.00 |
| **6-PC. "FORMAL" PLACE SETTING** | | | |
| Regular 5-Pc. Plus Spreader | 46.00 | 368.00 | 552.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 5.75 | 46.00 | 69.00 |
| Coffee or Cocktail Spoon | 4.00 | 32.00 | 48.00 |
| Teaspoon, Small | 4.50 | 36.00 | 54.00 |
| Iced Beverage Spoon | 8.00 | 64.00 | 96.00 |
| **CORRECT SERVICE PIECES** | | | |
| Bon Bon or Nut Spoon | 6.75 | 54.00 | 81.00 |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Sugar Tongs | 9.50 | 76.00 | 114.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Tomato or Flat Server | 16.00 | 128.00 | 192.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| Lapel Pin | 1.95 | 15.60 | 23.40 |
| **CHILD AND BABY ITEMS** | | | |
| Baby Spoon | 4.25 | 34.00 | 51.00 |
| Baby Fork | 4.25 | 34.00 | 51.00 |
| Infant Feeding Spoon, Boxed | 4.75 | 38.00 | 57.00 |
| 2-Pc. Baby Set, Boxed | 8.50 | 68.00 | 102.00 |
| Baby Set and Feeding Spoon, Boxed | 13.25 | 106.00 | 159.00 |
| Baby or Juice Cup, Boxed | 6.75 | 54.00 | 81.00 |
| Child Cup, Boxed | 9.50 | 76.00 | 114.00 |
| Child Cup and Baby Set, Boxed | 18.00 | 144.00 | 216.00 |
| 3-Pc. Child Set, Boxed | 16.50 | 132.00 | 198.00 |
| 6-Pc. Child & Baby Set, Boxed | 29.75 | 238.00 | 357.00 |

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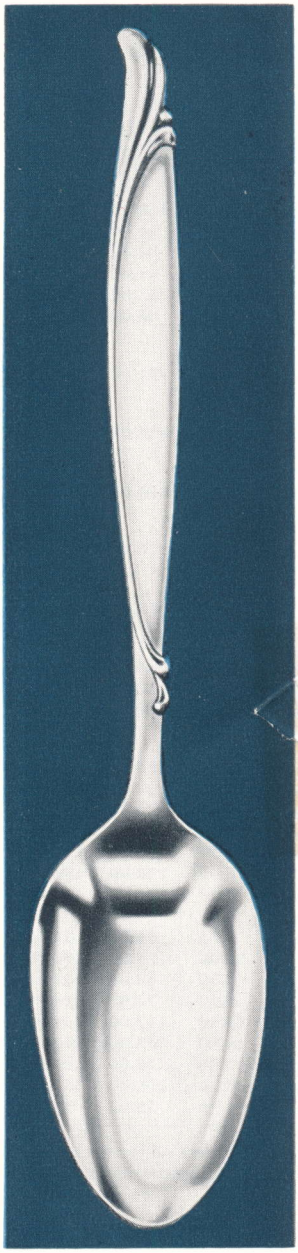
1-65 S-1252



## SENTIMENTAL*

### PATTERN

# Heirloom* Sterling

With the creation of "Sentimental" pattern, design in sterling takes a beautiful step forward. Here is a graceful, subtle simplicity that leaves angular starkness as far behind as overdone ornamentation. "Sentimental" is truly modern, with all the freshness and originality of the space age.

PATENT OFFICE
AUG 16 1965

"Sentimental" combines the traditional values found in solid silver—proper balance and weight, and a wonderful "feel" in the hand.

PROPERTY OF

The detail at tip of handle is ideal for a single letter monogram, or is lovely if left unadorned.

The design is carried through to the back of the handle, giving a richly carved effect.

**CRAFTED BY ONEIDA SILVERSMITHS**

*Trade-marks of Oneida Ltd.

# SENTIMENTAL—OPEN STOCK

## FEBRUARY 1, 1965

| | RETAIL PRICES | | |
|---|---|---|---|
| **PLACE SETTING PIECES** | **1** | **8** | **12** |
| Teaspoon, Heavy | $6.00 | $48.00 | $72.00 |
| Place Knife | 8.50 | 68.00 | 102.00 |
| Place Fork | 9.50 | 76.00 | 114.00 |
| Salad, Pastry or Fish Fork | 8.00 | 64.00 | 96.00 |
| Place Spoon (For Soup, Cereal, Dessert) | 8.00 | 64.00 | 96.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **3-PC. "STARTER" PLACE SETTING** | | | |
| Tea, Knife, Fork | 24.00 | 192.00 | 288.00 |
| **4-PC. "BASIC" PLACE SETTING** | | | |
| Tea, Knife, Fork, Salad | 32.00 | 256.00 | 384.00 |
| **5-PC. "INFORMAL" PLACE SETTING** | | | |
| 2 Teas, Knife, Fork, Salad | 38.00 | 304.00 | 456.00 |
| **5-PC. "REGULAR" PLACE SETTING** | | | |
| Basic 4-Pc. Plus Soup Spoon | 40.00 | 320.00 | 480.00 |
| **6-PC. "FORMAL" PLACE SETTING** | | | |
| Regular 5-Pc. Plus Spreader | 46.00 | 368.00 | 552.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 5.75 | 46.00 | 69.00 |
| Coffee or Cocktail Spoon | 4.00 | 32.00 | 48.00 |
| Iced Beverage Spoon | 8.00 | 64.00 | 96.00 |
| **CORRECT SERVICE PIECES** | | | |
| Bon Bon or Nut Spoon | 6.75 | 54.00 | 81.00 |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Sugar Tongs | 9.50 | 76.00 | 114.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Tomato or Flat Server | 16.00 | 128.00 | 192.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| Lapel Pin | 1.95 | 15.60 | 23.40 |

All prices are subject to change without notice. All orders subject to approval of Home Office and availability of merchandise. Retail prices do not include any applicable taxes.

# Young Love*

PATTERN

## Heirloom* Sterling

A graceful design inspired by a lovely climbing rose. A different pattern, for the beautiful spray of flowers is partly engraved, partly in bold relief.

Delicately curved tip with all the grace of a growing vine reaching skyward.

Notice how the blossom and leaf are silver-raised and perfectly modeled in silver.

Stems of roses are engraved, cut into the silver, adding to an upswept effect.

All edges are smoothly finished, rounded to give a most pleasant "feel" in the hand.

PATENT OFFICE

The back is perfectly plain, with space for individual engraving of initials or monogram.

You can feel the weight and perfect balance achieved in each piece by the correct proportions of the design.

CRAFTED BY ONEIDA SILVERSMITHS

*Trade-marks of Oneida Ltd.

# YOUNG LOVE—OPEN STOCK

## FEBRUARY 1, 1965

| | RETAIL PRICES | | |
|---|---|---|---|
| **PLACE SETTING PIECES** | **1** | **8** | **12** |
| Teaspoon, Heavy | $6.00 | $48.00 | $72.00 |
| Place Knife | 8.50 | 68.00 | 102.00 |
| Place Fork | 9.50 | 76.00 | 114.00 |
| Salad, Pastry or Fish Fork | 8.00 | 64.00 | 96.00 |
| Place Spoon (For Soup, Cereal, Dessert) | 8.00 | 64.00 | 96.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **3-PC. "STARTER" PLACE SETTING** | | | |
| Tea, Knife, Fork | 24.00 | 192.00 | 288.00 |
| **4-PC. "BASIC" PLACE SETTING** | | | |
| Tea, Knife, Fork, Salad | 32.00 | 256.00 | 384.00 |
| **5-PC. "INFORMAL" PLACE SETTING** | | | |
| 2 Teas, Knife, Fork, Salad | 38.00 | 304.00 | 456.00 |
| **5-PC. "REGULAR" PLACE SETTING** | | | |
| Basic 4-Pc. Plus Soup Spoon | 40.00 | 320.00 | 480.00 |
| **6-PC. "FORMAL" PLACE SETTING** | | | |
| Regular 5-Pc. Plus Spreader | 46.00 | 368.00 | 552.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 5.75 | 46.00 | 69.00 |
| Coffee or Cocktail Spoon | 4.00 | 32.00 | 48.00 |
| Teaspoon, Small | 4.50 | 36.00 | 54.00 |
| Iced Beverage Spoon | 8.00 | 64.00 | 96.00 |
| **CORRECT SERVICE PIECES** | | | |
| Bon Bon or Nut Spoon | 6.75 | 54.00 | 81.00 |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Sugar Tongs | 9.50 | 76.00 | 114.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Tomato or Flat Server | 16.00 | 128.00 | 192.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| Lapel Pin | 1.95 | 15.60 | 23.40 |
| **CHILD AND BABY ITEMS** | | | |
| Baby Spoon | 4.25 | 34.00 | 51.00 |
| Baby Fork | 4.25 | 34.00 | 51.00 |
| Infant Feeding Spoon, Boxed | 4.75 | 38.00 | 57.00 |
| 2-Pc. Baby Set, Boxed | 8.50 | 68.00 | 102.00 |
| Baby Set and Feeding Spoon, Boxed | 13.25 | 106.00 | 159.00 |
| Baby or Juice Cup, Boxed | 6.75 | 54.00 | 81.00 |
| Child Cup, Boxed | 9.50 | 76.00 | 114.00 |
| Child Cup and Baby Set, Boxed | 18.00 | 144.00 | 216.00 |
| 3-Pc. Child Set, Boxed | 16.50 | 132.00 | 198.00 |
| 6-Pc. Child & Baby Set, Boxed | 29.75 | 238.00 | 357.00 |

All prices are subject to change without notice. All orders subject to approval of Home Office and availability of merchandise. Retail prices do not include any applicable taxes.

*Lovely*

# *Lasting Spring**

*Pattern*

# Heirloom* Sterling

Created by the craftsmen—designers of Oneida Silversmiths. The bowl of the spoon represents an oval bulb. The handle—so lovely and long—is the stem. And out of the stem come the fragile, fresh, spring buds. This subtly "different" pattern expresses today's dynamic simplicity, enriched and softened with a motif of tender sentiment.

PATENT OFFICE
DESIGNS 81 & 82

Lasting Spring has a beautiful plain surface for initial, monogram or crest. Delicate lettering is best suited to this pattern. Place engraving on front or back of handle as desired.

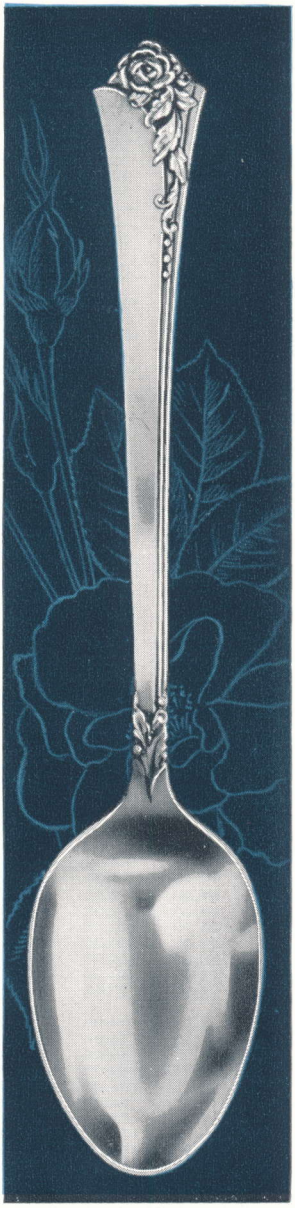
**CRAFTED BY**
**ONEIDA SILVERSMITHS**

*Trade-marks of Oneida Ltd.

# LASTING SPRING—OPEN STOCK
## FEBRUARY 1, 1965

| | RETAIL PRICES | | |
|---|---|---|---|
| **PLACE SETTING PIECES** | **1** | **8** | **12** |
| Teaspoon, Heavy | $6.00 | $48.00 | $72.00 |
| Luncheon Knife | 8.50 | 68.00 | 102.00 |
| Luncheon Fork | 9.50 | 76.00 | 114.00 |
| Place Knife (Large) | 9.50 | 76.00 | 114.00 |
| Place Fork (Large) | 11.50 | 92.00 | 138.00 |
| Salad, Pastry or Fish Fork | 8.00 | 64.00 | 96.00 |
| Cream Soup Spoon | 8.00 | 64.00 | 96.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **3-PC. "STARTER" PLACE SETTING (Luncheon)** | | | |
| Tea, Knife, Fork | 24.00 | 192.00 | 288.00 |
| **4-PC. "BASIC" PLACE SETTING (Luncheon)** | | | |
| Tea, Knife, Fork, Salad | 32.00 | 256.00 | 384.00 |
| **5-PC. "INFORMAL" PLACE SETTING (Luncheon)** | | | |
| 2 Teas, Knife, Fork, Salad | 38.00 | 304.00 | 456.00 |
| **5-PC. "REGULAR" PLACE SETTING (Luncheon)** | | | |
| Basic 4-Pc. Plus Soup Spoon | 40.00 | 320.00 | 480.00 |
| **6-PC. "FORMAL" PLACE SETTING (Luncheon)** | | | |
| Regular 5-Pc. Plus Spreader | 46.00 | 368.00 | 552.00 |
| **3-PC. "STARTER" PLACE SETTING (Place, Large)** | | | |
| Tea, Knife, Fork | 27.00 | 216.00 | 324.00 |
| **4-PC. "BASIC" PLACE SETTING (Place, Large)** | | | |
| Tea, Knife, Fork, Salad | 35.00 | 280.00 | 420.00 |
| **5-PC. "INFORMAL" PLACE SETTING (Place, Large)** | | | |
| 2 Teas, Knife, Fork, Salad | 41.00 | 328.00 | 492.00 |
| **5-PC. "REGULAR" PLACE SETTING (Place, Large)** | | | |
| Basic 4-Pc. Plus Soup Spoon | 43.00 | 344.00 | 516.00 |
| **6-PC. "FORMAL" PLACE SETTING (Place, Large)** | | | |
| Regular 5-Pc. Plus Spreader | 49.00 | 392.00 | 588.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 5.75 | 46.00 | 69.00 |
| Coffee or Cocktail Spoon | 4.00 | 32.00 | 48.00 |
| Dessert Spoon | 8.00 | 64.00 | 96.00 |
| Teaspoon, Small | 4.50 | 36.00 | 54.00 |
| Iced Beverage Spoon | 8.00 | 64.00 | 96.00 |
| **CORRECT SERVICE PIECES** | | | |
| Bon Bon or Nut Spoon | 6.75 | 54.00 | 81.00 |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| Salad or Serving Spoon, Large | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Sugar Tongs | 9.50 | 76.00 | 114.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Tomato or Flat Server | 16.00 | 128.00 | 192.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| Carving Set, 2-Piece, 7 inches | 28.00 | 224.00 | 336.00 |
| Carving Steel | 12.00 | 96.00 | 144.00 |
| Lapel Pin | 1.95 | 15.60 | 23.40 |
| **CHILD AND BABY ITEMS** | | | |
| Baby Spoon | 4.25 | 34.00 | 51.00 |
| Baby Fork | 4.25 | 34.00 | 51.00 |
| Infant Feeding Spoon, Boxed | 4.75 | 38.00 | 57.00 |
| 2-Pc. Baby Set, Boxed | 8.50 | 68.00 | 102.00 |
| Baby Set and Feeding Spoon, Boxed | 13.25 | 106.00 | 159.00 |
| Baby or Juice Cup, Boxed | 6.75 | 54.00 | 81.00 |
| Child Cup, Boxed | 9.50 | 76.00 | 114.00 |
| Child Cup and Baby Set, Boxed | 18.00 | 144.00 | 216.00 |
| 3-Pc. Child Set, Boxed | 16.50 | 132.00 | 198.00 |
| 6-Pc. Child & Baby Set, Boxed | 29.75 | 238.00 | 357.00 |

All prices are subject to change without notice. All orders subject to approval of Home Office and availability of merchandise. Retail prices do not include any applicable taxes.



*Dramatic*

# DAMASK ROSE*

*Pattern*

# Heirloom* Sterling

AUG 16 1995

The design inspired by a rose that has bloomed two thousand years! Heirloom Sterling now brings you its beauty in ageless sterling. Swift, flowing lines balance the radiance of deep carved roses at the top. Damask Rose—in the flower's own language—is beauty ever new.

Damask Rose may be engraved, or left unadorned, according to taste. Engraving if chosen, may be placed on the front or back of each piece. A delicate script harmonizes well.

**CRAFTED BY ONEIDA SILVERSMITHS**

*Trade-marks of Oneida Ltd.

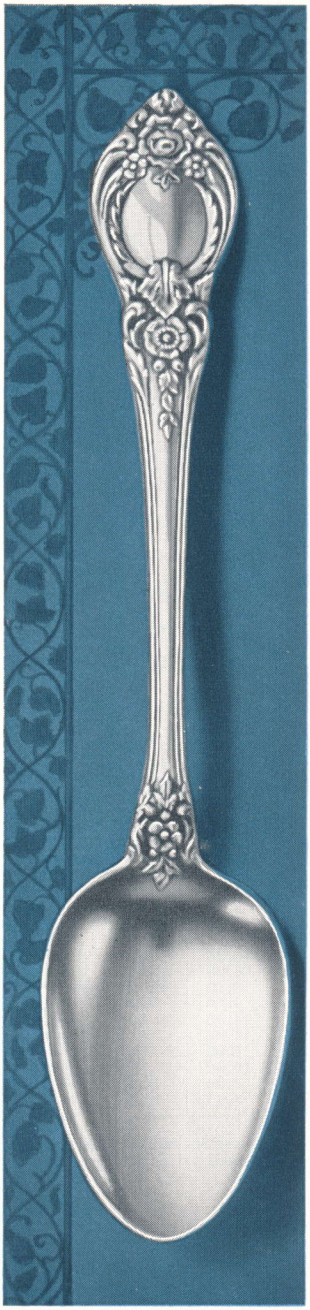
# DAMASK ROSE—OPEN STOCK

## FEBRUARY 1, 1965

| | RETAIL PRICES | | |
|---|---|---|---|
| **PLACE SETTING PIECES** | **1** | **8** | **12** |
| Teaspoon, Heavy | $6.00 | $48.00 | $72.00 |
| Luncheon Knife | 8.50 | 68.00 | 102.00 |
| Luncheon Fork | 9.50 | 76.00 | 114.00 |
| Place Knife | 8.50 | 68.00 | 102.00 |
| Place Fork | 9.50 | 76.00 | 114.00 |
| Place Knife (Large) | 9.50 | 76.00 | 114.00 |
| Place Fork (Large) | 11.50 | 92.00 | 138.00 |
| Salad, Pastry or Fish Fork | 8.00 | 64.00 | 96.00 |
| Cream Soup Spoon | 8.00 | 64.00 | 96.00 |
| Place Spoon (For Soup, Cereal, Dessert) | 8.00 | 64.00 | 96.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **3-PC. "STARTER" PLACE SETTING (Place or Luncheon)** | | | |
| Tea, Knife, Fork | 24.00 | 192.00 | 288.00 |
| **4-PC. "BASIC" PLACE SETTING (Place or Luncheon)** | | | |
| Tea, Knife, Fork, Salad | 32.00 | 256.00 | 384.00 |
| **5-PC. "INFORMAL" PLACE SETTING (Place or Luncheon)** | | | |
| 2 Teas, Knife, Fork, Salad | 38.00 | 304.00 | 456.00 |
| **5-PC. "REGULAR" PLACE SETTING (Place or Luncheon)** | | | |
| Basic 4-Pc. Plus Soup Spoon | 40.00 | 320.00 | 480.00 |
| **6-PC. "FORMAL" PLACE SETTING (Place or Luncheon)** | | | |
| Regular 5-Pc. Plus Spreader | 46.00 | 368.00 | 552.00 |
| **3-PC. "STARTER" PLACE SETTING (Place, Large)** | | | |
| Tea, Knife, Fork | 27.00 | 216.00 | 324.00 |
| **4-PC. "BASIC" PLACE SETTING (Place, Large)** | | | |
| Tea, Knife, Fork, Salad | 35.00 | 280.00 | 420.00 |
| **5-PC. "INFORMAL" PLACE SETTING (Place, Large)** | | | |
| 2 Teas, Knife, Fork, Salad | 41.00 | 328.00 | 492.00 |
| **5-PC. "REGULAR" PLACE SETTING (Place, Large)** | | | |
| Basic 4-Pc. Plus Soup Spoon | 43.00 | 344.00 | 516.00 |
| **6-PC. "FORMAL" PLACE SETTING (Place, Large)** | | | |
| Regular 5-Pc. Plus Spreader | 49.00 | 392.00 | 588.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 5.75 | 46.00 | 69.00 |
| Coffee or Cocktail Spoon | 4.00 | 32.00 | 48.00 |
| Dessert Spoon | 8.00 | 64.00 | 96.00 |
| Teaspoon, Small | 4.50 | 36.00 | 54.00 |
| Iced Beverage Spoon | 8.00 | 64.00 | 96.00 |
| **CORRECT SERVICE PIECES** | | | |
| Bon Bon or Nut Spoon | 6.75 | 54.00 | 81.00 |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| Salad or Serving Spoon, Large | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Sugar Tongs | 9.50 | 76.00 | 114.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Tomato or Flat Server | 16.00 | 128.00 | 192.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| Carving Set, 2-Piece, 7 inches | 28.00 | 224.00 | 336.00 |
| Carving Steel | 12.00 | 96.00 | 144.00 |
| Lapel Pin | 1.95 | 15.60 | 23.40 |
| **CHILD AND BABY ITEMS** | | | |
| Baby Spoon | 4.25 | 34.00 | 51.00 |
| Baby Fork | 4.25 | 34.00 | 51.00 |
| Infant Feeding Spoon, Boxed | 4.75 | 38.00 | 57.00 |
| 2-Pc. Baby Set, Boxed | 8.50 | 68.00 | 102.00 |
| Baby Set and Feeding Spoon, Boxed | 13.25 | 106.00 | 159.00 |
| Baby or Juice Cup, Boxed | 6.75 | 54.00 | 81.00 |
| Child Cup, Boxed | 9.50 | 76.00 | 114.00 |
| Child Cup and Baby Set, Boxed | 18.00 | 144.00 | 216.00 |
| 3-Pc. Child Set, Boxed | 16.50 | 132.00 | 198.00 |
| 6-Pc. Child & Baby Set, Boxed | 29.75 | 238.00 | 357.00 |

All prices are subject to change without notice. All orders subject to approval of Home Office and availability of merchandise. Retail prices do not include any applicable taxes.

1-65 S-1252



*Magnificent*

# STANTON HALL*

*Pattern*

# Heirloom* Sterling

PATENT OFFICE
AUG 16 1965

Stanton Hall is unique in silver design. It was developed from a combination of the finest design motifs of the past 300 years.

Compare Stanton Hall with all other traditional patterns. Examine every detail of its design, carving and finish. Appraise it by any standard . . . weight, balance, beauty or *value*, piece by piece. Then judge for yourself!

Beautifully adapted for individualizing your sterling with an initial. Your chosen letter is ideal when placed on the oval front panel of the handle.

**CRAFTED BY ONEIDA SILVERSMITHS**

*Trade-marks of Oneida Ltd.

# STANTON HALL—OPEN STOCK

## FEBRUARY 1, 1965

| | RETAIL PRICES | | |
|---|---|---|---|
| **PLACE SETTING PIECES** | **1** | **8** | **12** |
| Teaspoon, Heavy | $6.50 | $52.00 | $78.00 |
| Luncheon Knife | 9.00 | 72.00 | 108.00 |
| Luncheon Fork | 10.50 | 84.00 | 126.00 |
| Place Knife (Large) | 10.00 | 80.00 | 120.00 |
| Place Fork (Large) | 12.50 | 100.00 | 150.00 |
| Salad, Pastry or Fish Fork | 8.50 | 68.00 | 102.00 |
| Cream Soup Spoon | 8.50 | 68.00 | 102.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **3-PC. "STARTER" PLACE SETTING (Luncheon)** | | | |
| Tea, Knife, Fork | 26.00 | 208.00 | 312.00 |
| **4-PC. "BASIC" PLACE SETTING (Luncheon)** | | | |
| Tea, Knife, Fork, Salad | 34.50 | 276.00 | 414.00 |
| **5-PC. "INFORMAL" PLACE SETTING (Luncheon)** | | | |
| 2 Teas, Knife, Fork, Salad | 41.00 | 328.00 | 492.00 |
| **5-PC. "REGULAR" PLACE SETTING (Luncheon)** | | | |
| Basic 4-Pc. Plus Soup Spoon | 43.00 | 344.00 | 516.00 |
| **6-PC. "FORMAL" PLACE SETTING (Luncheon)** | | | |
| Regular 5-Pc. Plus Spreader | 49.00 | 392.00 | 588.00 |
| **3-PC. "STARTER" PLACE SETTING (Place, Large)** | | | |
| Tea, Knife, Fork | 29.00 | 232.00 | 348.00 |
| **4-PC. "BASIC" PLACE SETTING (Place, Large)** | | | |
| Tea, Knife, Fork, Salad | 37.50 | 300.00 | 450.00 |
| **5-PC. "INFORMAL" PLACE SETTING (Place, Large)** | | | |
| 2 Teas, Knife, Fork, Salad | 44.00 | 352.00 | 528.00 |
| **5-PC. "REGULAR" PLACE SETTING (Place, Large)** | | | |
| Basic 4-Pc. Plus Soup Spoon | 46.00 | 368.00 | 552.00 |
| **6-PC. "FORMAL" PLACE SETTING (Place, Large)** | | | |
| Regular 5-Pc. Plus Spreader | 52.00 | 416.00 | 624.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 6.00 | 48.00 | 72.00 |
| Coffee or Cocktail Spoon | 4.25 | 34.00 | 51.00 |
| Dessert Spoon | 8.50 | 68.00 | 102.00 |
| Iced Beverage Spoon | 8.50 | 68.00 | 102.00 |
| **CORRECT SERVICE PIECES** | | | |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| Salad or Serving Spoon, Large | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Sugar Tongs | 9.50 | 76.00 | 114.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| Carving Set, 2-Piece, 7 inches | 28.00 | 224.00 | 336.00 |
| Carving Steel | 12.00 | 96.00 | 144.00 |
| Lapel Pin | 1.95 | 15.60 | 23.40 |

All prices are subject to change without notice. All orders subject to approval of Home Office and availability of merchandise. Retail prices do not include any applicable taxes.

1-65 S-1252

# AVAILABLE FAVORITES IN

# HEIRLOOM* *Sterling*

PATENT OFFICE
AUG 16 1955
DIVISIONS 41 & 50

*A tradition worth keeping!*

Periodic factory runs of these famous old patterns are made. Orders will be filled as promptly as possible and you will be advised of approximate shipping cost.

*Trademarks of Oneida Ltd.

**complete listing of pieces and prices on other side . . .**

# OPEN STOCK
## FEBRUARY 1, 1965

(Reigning Beauty, Silver Rose, Flower Lane, Mansion House)

| | RETAIL PRICES | | |
|---|---|---|---|
| **PLACE SETTING PIECES** | **1** | **8** | **12** |
| Teaspoon, Heavy | $6.00 | $48.00 | $72.00 |
| †Luncheon Knife | 8.50 | 68.00 | 102.00 |
| †Luncheon Fork | 9.50 | 76.00 | 114.00 |
| °Place Knife | 8.50 | 68.00 | 102.00 |
| °Place Fork | 9.50 | 76.00 | 114.00 |
| †Place Knife (Large) | 9.50 | 76.00 | 114.00 |
| †Place Fork (Large) | 11.50 | 92.00 | 138.00 |
| Salad, Pastry or Fish Fork | 8.00 | 64.00 | 96.00 |
| †Cream Soup Spoon | 8.00 | 64.00 | 96.00 |
| °Place Spoon (For Soup, Cereal, Dessert) | 8.00 | 64.00 | 96.00 |
| Spreader (Hollow Handle) | 6.00 | 48.00 | 72.00 |
| **4-PC. "BASIC" PLACE SETTING (Place or Luncheon)** | | | |
| Tea, Knife, Fork, Salad | 32.00 | 256.00 | 384.00 |
| **5-PC. "REGULAR" PLACE SETTING (Place or Luncheon)** | | | |
| Basic 4-Pc. Plus Soup Spoon | 40.00 | 320.00 | 480.00 |
| **6-PC. "FORMAL" PLACE SETTING (Place or Luncheon)** | | | |
| Regular 5-Pc. Plus Spreader | 46.00 | 368.00 | 552.00 |
| **4-PC. "BASIC" PLACE SETTING (Place, Large)** | | | |
| Tea, Knife, Fork, Salad | 35.00 | 280.00 | 420.00 |
| **5-PC. "REGULAR" PLACE SETTING (Place, Large)** | | | |
| Basic 4-Pc. Plus Soup Spoon | 43.00 | 344.00 | 516.00 |
| **6-PC. "FORMAL" PLACE SETTING (Place, Large)** | | | |
| Regular 5-Pc. Plus Spreader | 49.00 | 392.00 | 588.00 |
| **OTHER PLACE SETTING PIECES** | | | |
| Cocktail or Oyster Fork | 5.75 | 46.00 | 69.00 |
| Coffee or Cocktail Spoon | 4.00 | 32.00 | 48.00 |
| †Dessert Spoon | 8.00 | 64.00 | 96.00 |
| ‡Teaspoon, Small | 4.50 | 36.00 | 54.00 |
| Iced Beverage Spoon | 8.00 | 64.00 | 96.00 |
| **CORRECT SERVICE PIECES** | | | |
| Bon Bon or Nut Spoon | 6.75 | 54.00 | 81.00 |
| Butter Serving Knife | 8.50 | 68.00 | 102.00 |
| Cheese Serving Knife | 9.50 | 76.00 | 114.00 |
| Cold Meat or Buffet Fork | 16.00 | 128.00 | 192.00 |
| Cream or Sauce Ladle | 9.50 | 76.00 | 114.00 |
| Gravy Ladle | 16.00 | 128.00 | 192.00 |
| Jelly Server | 9.50 | 76.00 | 114.00 |
| Lemon Fork | 6.75 | 54.00 | 81.00 |
| Olive or Pickle Fork | 6.75 | 54.00 | 81.00 |
| Pie or Cake Serving Knife | 16.00 | 128.00 | 192.00 |
| †Salad or Serving Spoon, Large | 16.00 | 128.00 | 192.00 |
| Sugar Spoon | 8.50 | 68.00 | 102.00 |
| Sugar Tongs | 9.50 | 76.00 | 114.00 |
| Table or Serving Spoon | 14.00 | 112.00 | 168.00 |
| Table or Serving Spoon, Pierced | 14.00 | 112.00 | 168.00 |
| Tomato or Flat Server | 16.00 | 128.00 | 192.00 |
| Steak Set, 2-Piece, 5 inches | 26.00 | 208.00 | 312.00 |
| †Carving Set, 2-Piece, 7 inches | 28.00 | 224.00 | 336.00 |
| †Carving Steel | 12.00 | 96.00 | 144.00 |

†Not made in Flower Lane, Silver Rose ‡Not made in Mansion House
°Not made in Mansion House, Reigning Beauty

All prices are subject to change without notice. All orders subject to approval of Home Office and availability of merchandise. Retail prices do not include any applicable taxes.

1-65 S-1252

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